

# Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. I, NO. 4

Boyes Hot Springs, Calif.

Friday, July 22, 1955

By mail: \$1 per year. ..Pickup, free.

## Pari-Mutuels are ripe in the Valley of the Moon

Naw, you're not going to get eight pages this week after all. Got tied up and there was no time to contact all the potential advertisers needed to insure the larger paper. But don't cry; it'll be along any time now.

If you like the very finest professional service in barber work, you can count on finding it with **TONY THE BARBER**, Boyes.

**Dollie and Tom's ALLEN'S HOTEL**—Air conditioned, showers and lavatories in all rooms, dining room, bar cafe.

When did you eat your first ice cream cone? Ours came when we were about 10 years old (we think). Went to the Ogle county fair in Oregon, Ill. A stand had a little grill something like a waffle iron. The batter was made on the spot, put onto the iron and baked, and while still warm and pliable it was rolled around a cone-shaped piece of wood. There usually was an open space at the bottom and if you weren't careful the ice cream would drip on your clothes. The manufactured cone came out some time later. But were those originals good! At 10 cents each they were quite expensive then, but we ate 10 the first day they were on sale.

**Men's and Women's Apparel, high style. Smart accessories. Visit CHRYSTAL'S SMART SHOP**, Plaza Center, Boyes Hot Springs.

**Coolest bar in town. Homelike. Draft beer, good liquor. It's on tap at Melina and Harvey's OUR RESORT**, El Verano.

Why aren't there more men in flower associations? Men like flowers, and many are among the very best growers. And why not a real flower show, made into a big annual event? Kenwood has a thriving little garden club, but it could be expanded greatly.

**EL DORADO HOTEL**. In Sonoma. Worth your while stopping in, for refreshments and fine food. **JOHNNY MERLO**.



**Tasty meats— Mike. Classy dresses—Rose. Put 'em all together, you get MIKE & ROSE'S BOYES SPRINGS STORE.**

One of the greatest needs of the Valley is a bank. Sure, there are two in Sonoma, and several in Santa Rosa, but we need one right here. Why should one have to drive to another town for banking service anyway? There is such a thing as branch banking. The building needn't be anything special; it could be any small store building, staffed by one man with perhaps an assistant. But it could make change, cash checks, take deposits and handle most of the ordinary run of commercial transactions. Only the big guns of the big banks seemingly don't know how the Valley is growing, and seem reluctant to give us "at home" banking service. A possible solution would be to organize our own bank, with local capital. That wouldn't be hard to do. The state banking commission allows any community which can show a need to organize and operate its own bank.

**It's handy, quick, easy, inexpensive. Bring your next washing chore to B & L LAUNDROMAT, Fetters Springs.**

**They keep on coming back! Because they like our service, meals, beds, swim pool, cabanas. MISSION INN, Boyes Hot Springs.**

You listening to the world broadcasts, especially of the Big Four conference in Geneva? Have you ever got disgusted when they put on someone direct from the scene, and it sounds like they're talking with a mouthful of mush—sort of a hollow sound that at times is understandable? It would help if they'd just cut out the direct report and give us the details by somebody in the States. More understanding, certainly.

**Your furniture getting on the down side? Let us make it good as new at small cost. ROY'S UPHOLSTERY SHOP, Boyes.**

**If you get overcrowded with summer visitors, why not "sleep 'em" at FLORAY COURT, Highway 12, Fetters Springs.**

**Yep, our reputation for always having what you want is spreading. Try us. Any time. BOYES VARIETY STORE.**

**It's the most popular meeting place in town. Finest mixed drinks. And it's a friendly place. DENNY'S C O G CLUB.**

When you see the big crowds gathered for swimming in the many local swim pools, it must bring back memories of when you yourself learned to swim. Did you have instructors? Or did you swim out at the swimmin' hole? Revisited our old one once as a grown man, and it must have shrunk. Only 3 or 4 feet deep, mud bottom, mud sides, muddy water. But it was fun, even when your clothes got tied in hard knots. (No bathing suits.)

**Only drug store between Santa Rosa and Sonoma. Registered pharmacist on duty. VALLEY DRUG STORE, Boyes Springs.**



**RESORT CLUB, Boyes Hot Springs.** Edith and Bob Lanning will welcome you. Bring your guests—they'll love it.

Later we graduated. Every summer night a big group of kids and grownups used to gather at the railroad bridge. They'd play around at the foot of first pier where the current had created sand bars at each side but with deeper water in the center. There was quite a lot of "ducking," and the smaller kids kept shy of that. Then the older boys would swim over to second pier, through a fast current. So we finally decided to join the fun and let 'em duck us all they wanted, but by that time the big boys had departed. Deciding we'd swim, we tried it in the backwater, and in a very few minutes there we were, swimming along beautifully. Never got too good at it, but probably wouldn't drown for a time at least.

**POWDER BOX BEAUTY SHOP** in Boyes will please the most fastidious. Meet Ellen "Mac" Bom, proprietor.

Not only good service—always—but it's a good place to find a fine used car. **GALLO'S CHEVRON SERVICE STATION.**

"Well, Colonel, what you got in the Valley of the Moon to make it a 'must' visit for us?" Good question. Well, there's plenty. You undoubtedly could get permission to visit the Jack London ranch, and that alone is worth a long journey to see. You'll also see the biggest enclosed swimming pool north of San Francisco, together with a dozen or so smaller ones, open to the public. There's one of the finest golf courses in northern California. There are several dozen mighty good eating places, a wealth of hotels and motels, night clubs operating regularly. There's a place in El Verano where each Saturday night there are old-time and old-world dances which bring visitors for miles around.

**BOYES SPRINGS BATH HOUSE.** Bring the folks on over and really show 'em what we've got in the Valley. They'll love it.

Our local stores handle just about everything, so there's no need to go without. There are a half dozen first class wineries in the Valley turkey and chicken ranches, magnificent scenery, running streams, winding roads, stately mansions and humble cottages. Highways are good, and if you'll just get off the main roads you'll find many places that look much like those in the old country. Many historical spots are in and around Sonoma itself. Yes, the Valley of the Moon is well worth a visit—from the city—and farther, much farther away than that.

It's a first class market! Lowest prices, largest variety, to be found in the Valley. **BOYES SPRINGS FOOD CENTER.**

Some of the new bathing suits are just big enough to keep the wearers from being tanned where they should be. **VALLEY WATCH REPAIR.**

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Where, exactly, is this Valley of the Moon? Opinions differ. Some service station maps indicate, not too specifically, that it covers most of Sonoma and Napa counties. Maybe that's stretching it a bit. Our own opinion is that the true Valley starts just west of Sonoma at the big curve, takes in the territory between the mountains and up to beyond Kenwood, say Lawndale road. This is where Jack London circulated, where he named it, and where you see the Seven Moons 13 times a year—if the weather is clear. Beyond Lawndale you get close to Rincon valley, and east of the big curve near Sonoma you're in the flatlands, with the mountains pretty well flattened out—sort of low-lying terrain. No moon? We never have looked.

**Come in, meet your friends, enjoy a drink or two with them.**

#### **JUNIOR RABBen'S BOYES SPRINGS RESORT**

**Try RICHFIELD! For the finest in gas and oil. Accessories. Tires and Batteries. POLIDORI'S RICHFIELD STATION, Boyes.**

Then there were the old livery stables. Remember? 'Most every town had some, probably around here. In the midwest a "livery rig" cost \$1.50 an hour, or sometimes \$3 for a whole day. After having driven past our dad once along the town's main street, we were pretty proud of our erudition, but later he said we looked like something-or-other, with one foot dangling over the side of the buggy.

**PAUL'S OLD RANCHERO** is a "must" for the out-of-towner. Our pool is inviting, our food and drinks out of this world.

**Headquarters for CHUCK WAGONS**

#### **LARSON'S LIQUOR & SPORTING GOODS**

We listen quite a lot to radio. After the ball games are finished, there's some news, and good music. One station has news from 11 to 12, "the news wheel," 15 minute reports, repeated four times. Then comes "music till dawn"—the very finest in classicals—if you can stand classicals that long. They intersperse just enough musical comedy favorites to keep one interested. News on the hour!

**General Electric Dealers—ANDERSON'S REFRIGERATION**

**502 Highway 12, Boyes Hot Springs Sonoma 4219**

#### **VALLEY OF THE MOON CIGARS**

**Ask for them—the only handmade Cigars in the Valley**

Here's one for you baseball experts: Two old gals went to the ball game. They smuggled in a bottle which they consumed by the time the game was half over. What was the situation in the game? Answer: It was the last of the fifth, the bags were loaded and two were out.

**Get your Lumber, Hardware and Building Materials at**

**HAMMOND LUMBER CO., Boyes Hot Springs**

**For Dependable Meat, see GEORGE, at the BOYES SPRINGS**

**FOOD CENTER. You'll like the top quality.**